

Border Interview Survey 2012

Tourism from abroad to Finland increased in 2012

In 2012, Finland received 7.6 million foreign visitors. The number of travellers grew by five per cent from the year 2011, or by nearly 400,000 visitors. Foreign visitors brought EUR 2.3 billion to Finland, which was approximately EUR 70 million or three per cent more than in the previous year. These data derive from the Border Interview Survey by Statistics Finland and Finnish Tourist Board.

Foreign passengers visiting Finland in 2008-2012

Country of residence	Year					
	2008 (1000 pass.)	2009 (1000 pass.)	2010 (1000 pass.)	2011 (1000 pass.)	2012 (1000 pass.)	Change 2011-2012, per cent (%)
All visitors	6 072	5 695	6 182	7 260	7 636	5
Russia	2 331	2 192	2 561	3 261	3 578	10
Estonia	522	583	561	708	758	7
Sweden	765	753	712	681	702	3
Germany	376	332	363	399	342	-14
Great Britain	316	267	263	278	273	-2
Norway	187	160	195	216	235	9
United States	114	104	89	121	174	44
Japan	105	142	109	150	143	-5
France	120	94	132	145	127	-12

Visitors from Russia made up the largest visitor group. Forty-seven per cent of the visitors, or approximately 3.6 million visitors in total, came from Russia. Compared with the previous year, travel from Russia to Finland increased by ten per cent. The second largest group of visitors came from Estonia. The number of visitors from Estonia grew by seven per cent from the previous year. During the year, a total of 758,000 Estonian visitors travelled to Finland and their share of the total number of passengers was ten per cent. For the second year in a row, the number of Estonian visitors exceeded that of Swedish visitors.

In 2012, 55 per cent of the foreign visitors to Finland were on a leisure trip. The number of leisure trips increased by ten per cent from the previous year. Ten per cent came to visit friends or relatives. Their number decreased by 12 per cent from the previous year. Twenty-one per cent of all foreign visitors to Finland came on business. The number of business trips increased by eight per cent from the previous year, but the share of business travellers in the total number of travellers has decreased in the past five years. Nine per cent of the travellers were on a transit trip through Finland.

One-half of the foreign visitors to Finland stayed at hotels or motels in 2012. The number of foreigners staying at hotels grew by two per cent from the year before. Foreigners stayed an average of 4.1 nights in Finland. Forty-five per cent of the trips to Finland did not include an overnight stay. Visitors from Russia made the highest number of same-day visits to Finland; over two-thirds of visitors living in Russia did not stay overnight in Finland. In terms of total number, visitors from Estonia and Russia spent the most nights in Finland, however.

During their visit to Finland, foreign travellers spent an average of EUR 300 in 2012. The total expenditure of visitors per trip was two per cent lower than in the year before. The highest sums of money per visit were used by Polish travellers, EUR 638, on average. Foreign travellers spent EUR 59 per day, on average. This sum was almost the same as in the previous year. The largest amount of money per day was used by visitors living in Japan and Russia. Japanese travellers spent, on average, EUR 126 and Russians EUR 120 per day.

The number of foreign workers at places of work in Finland increased clearly in 2012

In the Border Interview Survey, foreign passengers were asked whether they had a place of work in Finland. The question was presented if the target person lived permanently outside Finland and his or her main reason for visiting Finland was business. Foreign passengers who had lived or would live in Finland for more than 12 months were not interviewed in the survey. Moreover, visitors who had a place of work in Finland were asked how many times they had been to Finland during the last 12 months, how many nights they had spent in Finland, what type of accommodation they had used and how much money they had spent during this visit.

Foreign passengers travelling to a place of work in Finland in 2008–2012 and their number of trips to Finland in 2012

Country of residence	Year					
	2008 (1000 persons)	2009 (1000 persons)	2010 (1000 persons)	2011 (1000 persons)	2012 (1000 persons)	2012 (1000 visits)
All passengers	35,9	43,6	39,2	41,1	58,9	317,2
Estonia	17,9	20,8	12,8	20,9	30,0	234,8
Poland	0,9	2,7	2,6	2,4	6,5	12,8
Sweden	0,7	1,8	2,8	0,8	5,5	18,1
Russia	6,8	7,5	8,5	3,1	4,7	17,8
Other countries	9,5	10,9	12,5	13,9	12,3	33,7

According to the Border Interview Survey, in 2012 there were approximately 59,000 persons working in Finland, whose permanent country of residence was other than Finland. This was more than 40 per cent more than in the previous year. In 2012, about 30,000 persons with a place of work in Finland had their permanent residence in Estonia, 6,500 employees in Poland, 5,500 in Sweden and 4,700 in Russia. Foreign passengers travelled to Finland because of their place of work in Finland 317,000 times in total. About three quarters, 235,000 trips, were from Estonia. Approximately 18,000 visits were made from both Sweden and Russia.

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Appendix table 1. Main reasons for foreign passengers to visit Finland in 2012

Main reason for visit	Number 1000 pass.	Share, per cent (%)	Change 2011-2012, per cent (%)
Business trip	1 639	21	8
Visiting friends or relatives	779	10	-12
Other leisure trip	4 201	55	10
Other trip	822	11	9
Several reasons	195	3	-29
Total	7 636	100	5

Appendix table 2. Length of stay by foreign passengers in Finland in 2012

Number of nights	Number, 1000 pass.	Share, per cent (%)
No overnight stay	3 410	45
One night	1 083	14
Two nights	746	10
Three nights	541	7
Four nights	391	5
Five nights	234	3
Six nights	147	2
Seven nights	248	3
8-14 nights	454	6
15-21 nights	157	2
22-60 nights	146	2
Yli 60 nights	80	1
Total	7 636	100

Appendix table 3. Foreign passengers' length of stay in Finland, by country of residence, in 2012

Country of residence	Share of same-day visitors, per cent (%)	Average number of nights	Total number of nights (1000 nights)
All passengers	45	4,1	31 048
Russia	70	1,1	3 827
Estonia	30	6,7	5 069
Sweden	30	4,2	2 957
Germany	13	7,3	2 490
Great Britain	9	4,8	1 323
Norway	33	2,6	619
United States	17	7,3	1 273
Japan	19	3,2	455
France	12	9,0	1 151

Appendix table 4. Types of accommodation used by foreign passengers in Finland in 2012

Type of accommodation	Number, 1000 pass.	Share, per cent (%)	Average number of nights	Total number of nights (1000 nights)
Hotel, motel	2 112	50	2,9	6 571
Youth hostel	82	2	4,0	429
Camping site	106	3	7,0	904
Rented cottage	136	3	7,1	1 168
Friends, relatives	942	22	8,2	8 342
Own apartment or cottage	374	9	21,1	8 285
Employer's apartment	187	4	19,3	3 704
Other type of accommodation	135	3	10,5	1 644
Several types of accommodation	153	4	.	.
Total	4 227	100	.	.
No overnight stay	3 410	.	.	.

Appendix table 5. Expenditure by foreign passengers in Finland in 2012

Expenditure item	Per visit, euro	Per day, euro	Total, million euro	Share, per cent
Advance payments excl. package trips	18	3,5	136,8	6,0
Accommodation	48	9,4	364,2	15,9
Restaurants, cafés	57	11,2	434,9	19,0
Fuel	10	2,1	80,1	3,5
Shopping and food	140	27,6	1 066,0	46,5
Taxi fares	11	2,1	81,5	3,6
Other expenditure	17	3,3	128,9	5,6
Total expenditure	300	59,3	2 292,4	100,0

Appendix table 6. Expenditure by foreign passengers in Finland in 2012, by country of residence

Country of residence	Per visit, euro	Per day, euro	Total, million euro
All passengers	300	59	2 292
Russia	248	120	888
Estonia	190	25	144
Sweden	222	43	156
Germany	374	45	128
Great Britain	367	63	100
Norway	247	68	58

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